ACME CONFECTIONERY

MAIN ASPECTS TO ENSURE EFFECTIVENESS OF NEW DIGITAL FEATURES



BUILD AN E-COMMERCE WEBSITE

Low difficulty.

This should be the first and top priority, developed in the first sprint.

Customers need a digital platform to be able to view and easily purchase products.

2

DIGITAL REWARDS PROGRAM

Moderate difficulty

A rewards program is essential for incentivising customers to make repeat purchases. Or even attract new customers by referrals and emails promoting the discounts.

3

SOCIAL MEDIA AND DIGITAL MARKETING

Moderate-Advanced difficulty

Create an online presence using social media and viral marketing campaigns.
Using customer data (with permission) add to mailing lists to promote new products or features of the business.

Clearly identify and understand the specific target audience.

4

ONLINE EVENTS AND IN-PERSON EXPERIENCES

Advanced difficulty

Select the most effective channels to reach a target audience.

Host online or in person tasting events for new products. Exclusive online confectionery making classes for loyal customers who have been part of the rewards program for a long time.

CUSTOMER RELATIONSHIP

SOFTWARE

Advanced difficulty

This will help to synchronise all of these new features, along with old.

Whether it's increasing brand awareness, generating leads, or boosting sales, customer relationship management software will help operations stay focused and track progress.





